FROM LUMA TO HYVÄ: HOW CARTOLI.COM SCALED 3× ORDERS WITH MAGENTO 2 UPGRADE AND ODOO INTEGRATION

Navigate Commerce has been the cabin crew for merchants navigating the vast commerce sea, guiding them toward the shore of success with strategic Magento development and implementation. Acting as the compass for digital growth, Navigate Commerce helps businesses align their operations, optimize performance, and scale meaningfully through tailored eCommerce solutions. Cartoli was no different, together, we sailed through challenges and delivered seamless results that speak for themselves. Discover how this partnership helped Cartoli achieve a 3X increase in orders through their own Magento-powered digital channel.

A Measured Transformation: From Reliable to Remarkable

For over three years, Cartoli.com, a trusted provider of testing and measurement instruments across the USA and Canada, had relied on Magento for its flexibility and scalability. Magento powered their business reliably, helping them manage a complex product catalog and multiple sales channels, including eBay.

But despite strong sales on marketplaces, Cartoli.com's own online store wasn't converting as expected. Their loyal customer base preferred purchasing through third- party platforms rather than the company's direct channel. The leadership team wanted to change that to make their website the primary sales engine, not just an information hub.

That's when they turned to Navigate Commerce, recognized for its Magento and Hyvä expertise. What began as a technical upgrade soon became a complete digital transformation that helped Cartoli.com achieve three times higher orders and a faster, more engaging shopping experience.

The Challenge: A Reliable Store That Needed to Perform Better

Cartoli.com's previous website, built on the Magento Luma theme, worked well but struggled to keep up with evolving expectations. Page load times weren't ideal, the checkout flow felt lengthy, and product discovery could be smoother.

Their challenge wasn't about platform limitations — Magento remained their trusted choice — but about performance optimization and user experience.

In short:

- The store worked, but it didn't convert.
- Customers loved their products, but not the online journey.
- Marketplace sales grew, but website orders didn't.

After trying multiple vendors, Cartoli.com realized they needed a strategic partner who could combine technical precision with commercial outcomes — not just fix code but deliver conversions.

That's where Navigate Commerce stepped in.

The Turning Point: Choosing the Right Path Forward

During the initial discovery sessions, our team conducted a comprehensive audit of their Magento store, analyzing frontend rendering, backend process flow, checkout behavior, and customer session data.

The findings were clear:

- Slow page rendering due to heavy frontend scripts
- Checkout abandonment because of long, multi-step processes
- Poor configuration and ghost code due to inexperienced resources

To address these challenges, we proposed a two-pronged strategy:

- Upgrade to a stable Magento version for stability, compatibility, and performance.
- Migrate to the Hyvä theme, a modern frontend framework designed for speed and simplicity.

Why Hyvä and Magento 2 Were the Perfect Fit

Magento 2 Upgrade: Strengthening the Foundation

The upgrade to Magento 2.4.7 unlocked powerful capabilities and set the base for future scalability through our **2 Upgrade Services:**

- Full compatibility with PHP 8.2 and improved backend speed
- Support for security patches and advanced caching mechanisms
- Seamless integration with external systems like Odoo ERP and eBay

Magento 2 offered the same flexibility Cartoli.com had valued for years but now with a future-ready infrastructure capable of handling growth.

Hyvä Theme Migration: Redefining the User Experience

Where Magento powered the backend, Hyvä transformed the frontend.

Built with Tailwind CSS and Alpine.js, Hyvä replaced the complex Luma stack with a lightweight, performance-first framework. This led to faster turnaround times and improved user engagement.

The benefits were instant:

- Pages loaded 60% faster compared to previous version
- Checkout completion rate rose by 12%
- Mobile users enjoyed faster, cleaner navigation

This transformation was powered by our end-to-end Magento Migration Solutions, ensuring both technical precision and seamless UX delivery.

Implementation Journey: Measured Steps to Measurable Results

- **1. Defining KPIs and Project Blueprint**
  Every transformation starts with clarity. Together with the Cartoli.com team, we identified key success metrics:
  - Reduce page load time by 50–70%
  - Increase checkout conversions
  - Improve product findability
  - Streamline backend operations
- **2.Magento 2 Upgrade and Backend Optimization**
  We upgraded the store to Magento 2.4.7-p6, ensuring every extension and customization remained compatible. The backend was optimized to reduce processing time for inventory updates and order fulfillment, critical for scaling efficiently.
- **3.Hyvä Theme Migration and Frontend Redesign**
  The storefront was rebuilt from the ground up using Hyvä's architecture. Our certified developers minimized JavaScript dependencies, optimized CSS delivery, and implemented Hyvä for frictionless transactions across devices.

The result?

A faster storefront and a clean, conversion-driven interface that reflected the brand's precision-driven identity.

- **4.Integrating Odoo ERP and eBay**
  Odoo ERP brought real-time synchronization of inventory, pricing, and accounting. eBay integration ensured automated listing updates, stock management, and order imports.

This unified Cartoli.com's operational workflows, connecting their store, ERP, and marketplace into a single, efficient ecosystem — a result made possible by our robust Magento Migration Solutions.

The Results: From Performance Gains to Business Growth

After launch, the numbers told a compelling story.

3× Higher Orders, A Record Milestone

For the first time in Cartoli.com's online history, the store recorded three times higher orders, a direct reflection of improved usability and speed.

Faster Performance Across All Devices

Page load times dropped by 60%.

Mobile sessions grew, bounce rates fell, and customers stayed longer.

Seamless Operations and Scalable Infrastructure

With Odoo and eBay integrations, manual work reduced drastically.

Improved SEO and Organic Visibility

Better performance and UX led to higher search rankings and stronger visibility.

Client Reflection: A Partnership That Delivers

"I've been on Magento for a long time, but this is the first time I've truly seen conversions happen on my own digital platform. Thanks to Navigate Commerce, we've started generating real revenue. The team always goes above and beyond to support our business."

Cartoli.com's testimonial reflects not just technical success but a partnership built on trust and measurable growth.

Hyvä vs Luma: What Made the Difference

Feature	**Luma**	**Hyvä**
Frontend Speed	Moderate	Significantly Faster
Framework	Knockout.js & RequireJS	Tailwind CSS & Alpine.js
Customization	Complex	Lightweight and Flexible
Mobile UX	Standard	Optimized for All Devices
Developer Efficiency	High maintenance	Streamlined development

Measured, Tested, and Proven, All Together

Just like the precision equipment Cartoli.com sells, this project was measured and tested at every stage. Every optimization, integration, and design tweak was backed by data, and the results proved the strategy right.

Today, Cartoli.com and Navigate Commerce continue to work together, evolving the store through continuous optimization and long-term support.

Key Takeaways for eCommerce Businesses

- **Performance is profit:** A faster store drives conversions.
- **Integrations matter:** Unified systems like Odoo ERP reduce manual effort.
- **Hyvä brings measurable ROI:** Lightweight code, modern UI, and better UX lead to results.
- **Magento remains future-ready:** With our Magento 2 Upgrade Services, stores can stay

scalable and secure.

- **Partnership drives success:** collaboration delivers outcom

Conclusion: A Blueprint for Measured Growth

Cartoli.com's journey from Luma to Hyvä is more than a migration success story — it's a reminder that when technology meets strategy, growth follows naturally.

By upgrading to Magento 2, adopting Hyvä, and integrating Odoo ERP and eBay, Cartoli.com transformed its digital performance, achieving:

- 3× higher orders
- Faster speed and better UX
- Streamlined backend operations
- Stronger search visibility

And this is just the beginning.

If you're planning to improve your Magento store performance or migrate to Hyvä, our expert team can help.

Explore our Magento Migration Solutions and Magento 2 Upgrade Services, and discover how Navigate Commerce can help you achieve measurable business growth — one smart upgrade at a time.